**UNIVERSITY OF SARGODHA, SARGODHA**

**NOON BUSINESS SCHOOL**

**SEMESTER PLAN (SPRING 2020)**

Course Title: Sales Management

Course Code: BUSB 421

Credit Hours: 03

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DESCRIPTION & OBJECTIVES

The goal of Selling and Sales Management is to provide you the knowledge and skills that businesses need to win customers and grow their business. We will use the consultative selling model to understand the process of selling, the discovery of and alignment with customer’s needs, presentation of solutions, overcoming objections, and gaining agreement. Students will prepare for the role of an effective sales manager in today's hyper-competitive global economy by integrating current technology, research, and strategic planning activities.

INTENDED LEARNING OUTCOMES

**Upon completion of this course, students will be able to learn**

1. Sales Perspective

* Development and role of Selling in Marketing, Sales Strategies

2. Sales Environment

* Consumer and Organizational Buyer Behavior, Sales Settings, International Selling, Law and Ethical Issues

3. Sales Techniques

* Sales Responsibilities and Preparation, Personal Selling Skills, Key Account Management, Internet and IT Applications in Selling and Sales Management

4. Sales Management

* Recruitment and Selection, Motivation and Training, Organization and Compensation

5. Sales Control

* Sales Forecasting and Budgeting, Salesforce Evaluation

READINGS

1. Jobber, D., & Lancaster, G., 10th Edition*. Selling and sales management. Pearson Education.*

2. Spiro, R. L., Stanton, W. J., & Rich, G. A. (2008*). Management of a sales force (pp. 2-3). Boston, MA: McGraw-Hill/Irwin.*

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COURSE SCHEDULE

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| **Week** | Topics and Readings |
| 1. | **Introduction to Sales and Selling:** Background, Nature and Role of Selling, Characteristics of modern selling, Success factors for professional salespeople |
| 2. | **Introduction to Sales and Selling:** Types of selling, Image of Selling, The nature and role of sales management, The marketing concept, Implementing the marketing concept, Relationship between sales and marketing |
| 3. | **Sales Strategies:** Sales and marketing planning, The planning process |
| 4. | **Sales Strategies:** Establishing marketing plans, The place of selling in the marketing plan |
| 5. | **Consumer and Organizational Buyer Behavior:** Differences between consumer and organizational buying, Consumer buyer behavior |
| 6. | **Consumer and Organizational Buyer Behavior:** Process of Consumer Buying Behavior, Factors affecting the consumer decision-making process, Organizational buyer behavior, Relationship management |
| 7. | **Sales Settings:** Environmental and managerial forces that impact on sales, Sales channels  Industrial/commercial/public authority selling, |
| 8 | **Sales Settings**: Selling for resale, Selling services, Sales promotions, Exhibitions, Public Relations |
| **MID TERM EXAMINATIONS** | |
| 9. | **International Selling:** Introduction, International selling at company level, Cultural factors in international selling, Organization for international selling, Pricing |
| 10. | **Sales responsibilities and preparation:** Sales responsibilities, Preparation, Practical exercise: The O’Brien Company |
| 11. | **Personal selling skills:** Introduction, The opening, Need and problem identification, The presentation and demonstration, Dealing with objections, Negotiation, Closing the sale, Follow-up |
| 12. | Store Management, Field Sales Management, Sales Management in retail settings |
| 13. | **Recruitment and selection:** The importance of selection, Preparation of the job description and specification, Identification of sources of recruitment and methods of communication, Designing an effective application form and preparing a shortlist, The interview, Supplementary selection aids |
| 14. | **Motivation and training:** Motivation, Leadership, Training, ***Practical exercise:*** Selling fountain pens |
| 15. | **Organization and compensation:** Organizational structure, Determining the number of salespeople, Establishing sales territories, Compensation |
| 16. | Sales forecasting and budgeting, Salesforce evaluation |
| **FINAL TERM EXAMINATIONS** | |

Assessment Criteria

Assignments: 4 Marks

Quizzes: 4 Marks

Class Participation: 2 Marks

Dress Code and Class Ethics: 2 Marks

Class Group Project 8 Marks

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**Total Sessional Marks 20 Marks**

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Final exam: 50 Marks

Mid Term: 30 Marks

CLASS GROUP PROJECT

All students are required to submit a class group based Report/Project before the 2nd week of Final Term Examination

RULES AND REGULATIONS

**1.** 75% class attendance is necessary for appearing in final term examinations

**2**. Assignments will have to be submitted prior to the start of next class in following week

**3.** Use of mobile phone during class is strictly not allowed

**4.** Students entering after 15 minutes of starting of class will not be allowed to enter into classroom

**5.** Food and beverages are NOT permitted